

The questionnaires which accompanied Newsletter #50/51-1 have been coming in fairly well, but quite a number remain out, particularly those of Trial and non-commercial full Members. We wish to emphasize the importance of receiving answers to at least the first two questions from every station in the System. The information given in these two questions is vital if we are to keep our mailing lists accurate and complete.

Of the thirty nine full Members in the System, we have received to date twenty five questionnaires. This is a fairly good batting average for a project in IBS, and we hope the remaining stations will act upon receiving this reminder. We have received returns from only seven of the many Trial Status groups, however; hence the explanation in the first paragraph:

If your station is a Trial Status group, and you feel you are now ready to accept national advertising, please fill out the questionnaire as completely as possible, and return it together with your application for full Membership, if such application is not already pending.

The blanket network option, item eight on the questionnaire, is a matter of considerable interest to the commercial Members and pending Members. Eighteen of the Members who so far have returned the questionnaire have agreed to this blanket option. The others have found it necessary to make known certain reservations. To these we ask that they submit at once to this office a detailed listing of those periods not now committed, and a letter granting us an option on those same periods. On this basis I think we can do business. We heartily thank those stations which have extended to us the blanket option because it will tremendously reduce the amount of clerical work here.

Our thought in asking for this blanket option was not to stifle efforts to sell local sponsors. We feel that if a national program does sometime in the future conflict with a local commitment, that the local sponsor will be willing to allow his program to be shifted slightly. Having his program contiguous to a national spot should enhance his local program, it seems to us. In your future dealings with local sponsors you can make this clear.

Of the Members who have so far responded nine say they are carrying the New York Times news telegrams. These are all Eastern stations, as obviously the Times is not interested in advertising over the entire country. The stations receive no payment for reading this news over the air.

Six Members advise they are carrying the Newweek program which is described in item eleven of the questionnaire. Many other stations have expressed an interest in this show. Sales Manager Dick Eyman is preparing a report on this account for Mr. Clark, our representative.

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David W. Horst
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Operations Manager

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